

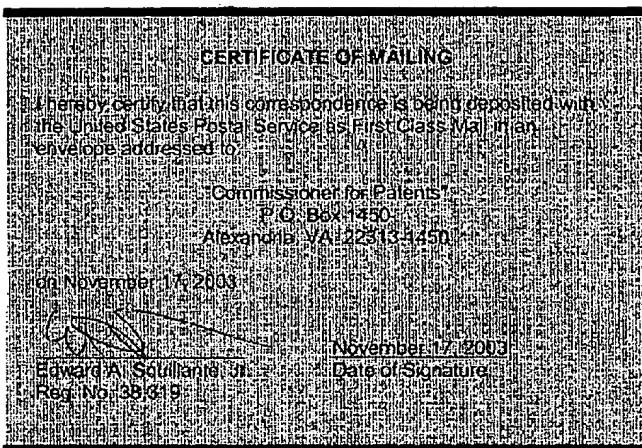
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NOV 17 2003

## PATENT

CASE #Z6000(V)  
UNUS #01-D507-EDG

**OFFICIAL**  
*M.ans*  
*11-19-03*  
*13/c*  
*jefferson*



## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Coccato et al.  
 Serial No.: 09/955,894  
 Filed: September 19, 2001  
 For: METHOD FOR PURCHASING CONSUMER PRODUCTS  
 Group: 3727  
 Examiner: Jeffery A. Shapiro  
 Edgewater, New Jersey 07020

AMENDMENT AND REPLY UNDER 37 CFR §1.111

Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir:

The following reply is responsive to the Office Action mailed August 15, 2003. Claims 1-13 were the claims presented for prosecution on the merits and they are the claims which remain pending. Reexamination and reconsideration of the subject application, pursuant and consistent with 37 CFR §1.112, are respectfully requested.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.

NOV 17 2003

**OFFICIAL**

Unilever  
Patent Department  
45 River Road  
Edgewater, NJ 07020  
Tel.: (201) 943-7100 or  
(201) 840 + Extension  
Fax: (201) 840-8294

**FAX TRANSMITTAL****PRIVILEGED AND CONFIDENTIAL**

To: Examiner Jeffery Shapiro	From: Patti O'Donnell for E. Squillante
Group: 3727	
CC:	
Fax No: 703-872-9302	No. of Pages: 12 (including cover sheet)
Date: November 17, 2003	
RE: Coccaro et al.; Case No. Z6000(V)	

Attached please find:

1. Amendment and reply under 37 CFR §1.111
2. Transmittal letter

for:

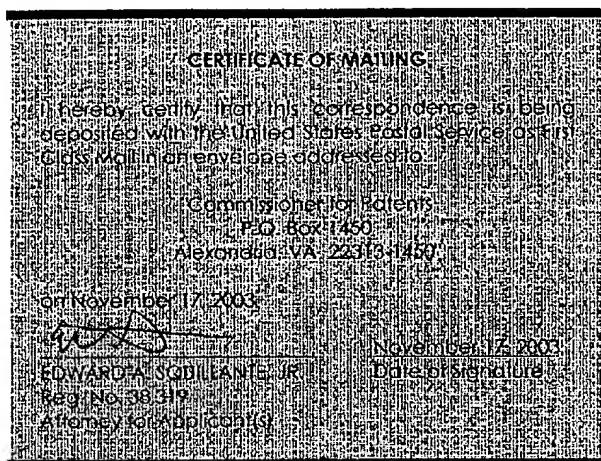
Applicant: Coccaro et al.  
 Serial No.: 09/955,894  
 Filed: September 19, 2001  
 For: Method for Purchasing Consumer Products

IF PROBLEMS OCCUR WITH THIS TRANSMISSION, PLEASE CONTACT PATTI O'DONNELL AT EXT 2548.  
WHEN RESPONDING TO SEND VIA FACSIMILE TRANSMISSION, PLEASE USE FAX NO. 201-840-8294

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**UNITED STATES DEPT. OF COMMERCE  
Patent and Trademark Office**

**COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450**

In re application of: Coccaro et al.  
Serial No.: 09/955,894  
Filed: September 19, 2001  
For: Method for Purchasing Consumer Products

Group: 3727  
Examiner: Jeffery A. Shapiro  
Edgewater, New Jersey 07020

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment in the above-identified application.  
[ ] No additional fee is required.

The fee has been calculated as shown below.

**CLAIMS AS AMENDED**

	(2) * Claims Remaining After Amendment		(4)** Highest No. Previously Paid For	(5) Present Extra	(6) Rate	(7) Additional Fee
Total Claims		Minus			\$ 18.00	
Independent Claims		Minus			\$ 86.00	
Multiple Claims					\$ 290.00	
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT</b>						<b>\$</b>

\*If the entry in Column (2) is less than the entry in Column (4), write "0" in Column (5).

\*\*If the "Highest No. Previously Paid For" is less than "20," write "20" in this space.

[ ] Charge \$\_\_\_\_\_ to Deposit Acct. #12-1155. Triplicate copies of this letter are enclosed.  
[X] The Commissioner is hereby authorized to charge any additional fees, which may be required to our deposit account No. 12-1155, including all required fees under

- [X] 37 C.F.R. § 1.16;
- [X] 37 C.F.R. § 1.17;
- [X] 37 C.F.R. § 1.18.

Triplicate copies of this letter are enclosed.

Edward A. Squillante, Jr.  
Attorney of Record  
Reg. #38,319

EAS/pod  
(201) 840-2925